

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/737,274 Confirmation No. 7901  
Applicant : L. MICHAEL MARITZEN ET AL.  
Title : AUTOMATED USAGE-INDEPENDENT AND LOCATION-  
INDEPENDENT AGENT-BASED INCENTIVE METHOD AND  
SYSTEM FOR CUSTOMER RETENTION  
Filed : 12/12/2000  
TC/A.U. : 3621  
Examiner : ELISCA, PIERRE E.  
Docket No. : SON5180.02A  
Cust. No. : 36813

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22213-1450

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RESPONSE

Dear Sir:

This communication is in response to the Office Action mailed 09/04/2003.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.

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**FROM:** JOHN P. O'BANION

**RE:** 09/737,274  
SON5180.02A

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I hereby certify that the enclosed:

**1. RESPONSE (18 PAGES)**

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JOHN P. O'BANION  
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